

Results

K-means Clustering

using all SD columns, k=4

● Instructions

Clustering vector

Sum of squares Table

	Value
Cluster 1	3287
Cluster 2	2251
Cluster 3	3238
Cluster 4	3252
Between clusters	7651
Total	19679

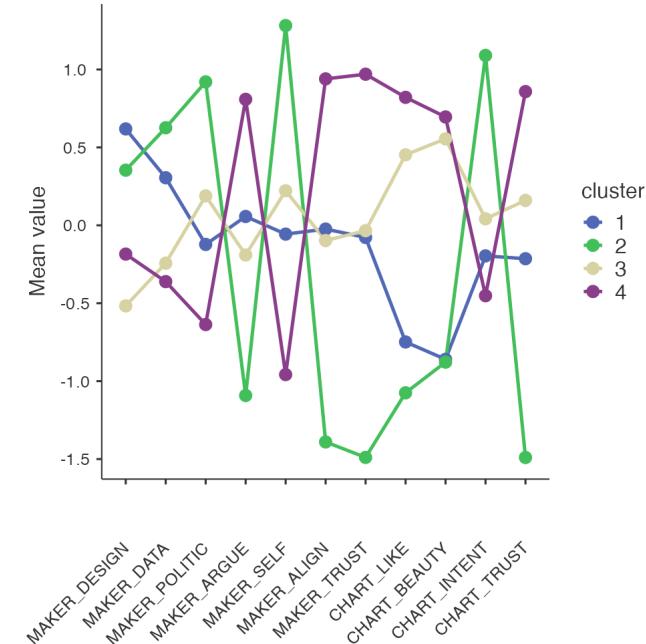
Clustering Table

Cluster No	Count
1	493
2	250
3	602
4	445

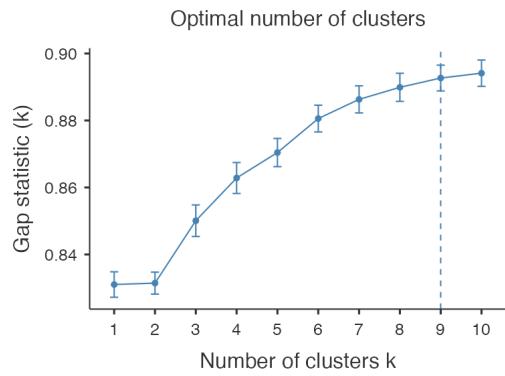
Centroids of clusters Table

	MAKER_DESIGN	MAKER_DATA	MAKER_POLITIC	MAKER_ARGUE	MAKER_SELF	MAKER_ALIGN	MAKER_TRUST	CHART_LIKE	CHART_BEAUTY	CHART_INTENT
1	0.619	0.305	-0.123	0.057	-0.056	-0.024	-0.078	-0.749	-0.860	-0.196
2	0.354	0.626	0.920	-1.092	1.282	-1.390	-1.489	-1.075	-0.878	1.090
3	-0.517	-0.243	0.189	-0.191	0.222	-0.098	-0.035	0.452	0.555	0.042
4	-0.185	-0.361	-0.637	0.808	-0.958	0.940	0.970	0.821	0.695	-0.452

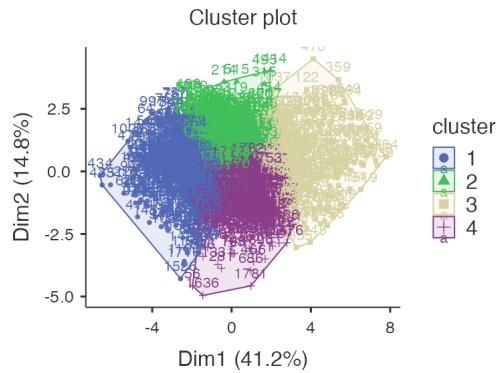
Plot of means across clusters



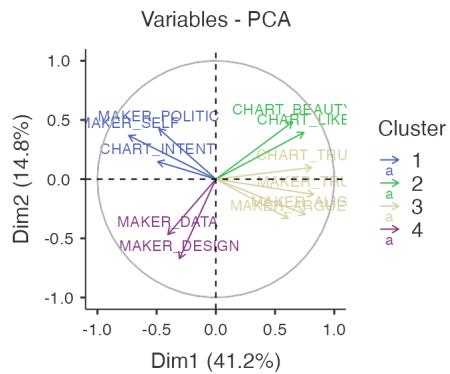
Optimal number of clusters



Cluster plot



Variables-PCA



Silhouette index

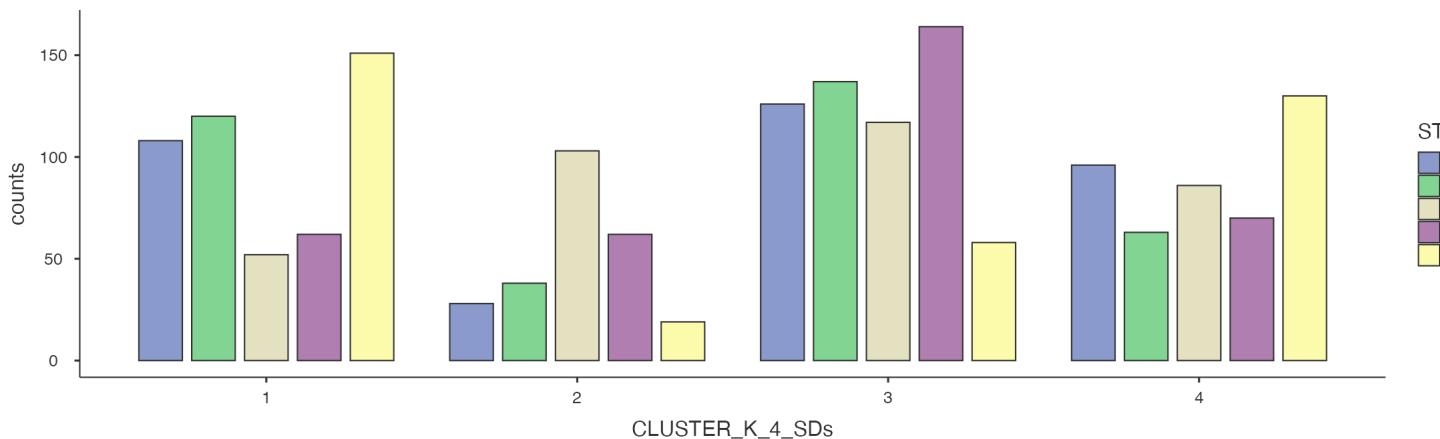
Cluster No.	Silhouette index
1	~0.55
2	~0.50
3	~0.45
4	~0.40

Descriptives

Plots

CLUSTER_K_4_SDs

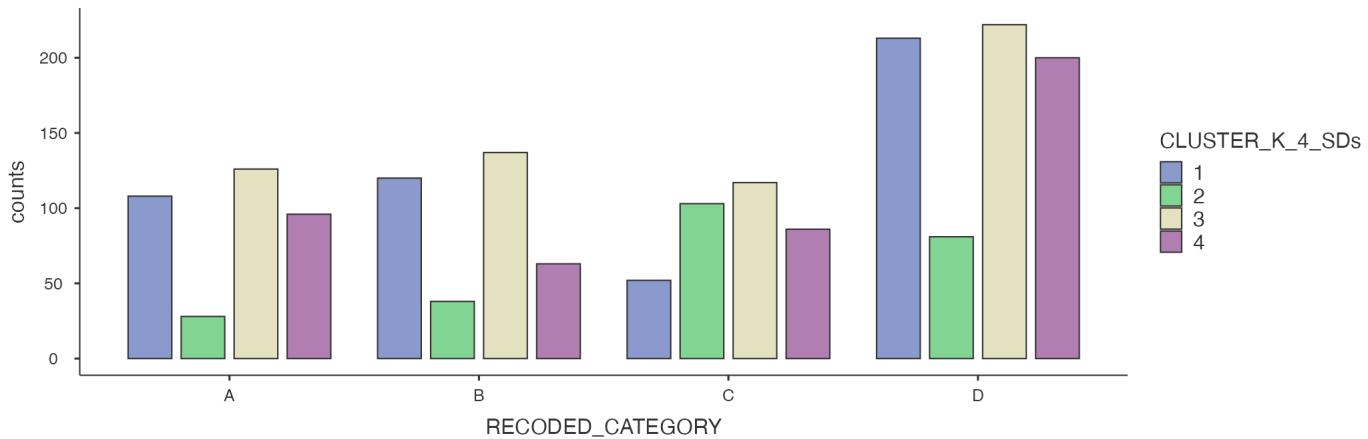
ALL STIMULI by category; representation in k=4 cluster on all SDs



Descriptives

Plots

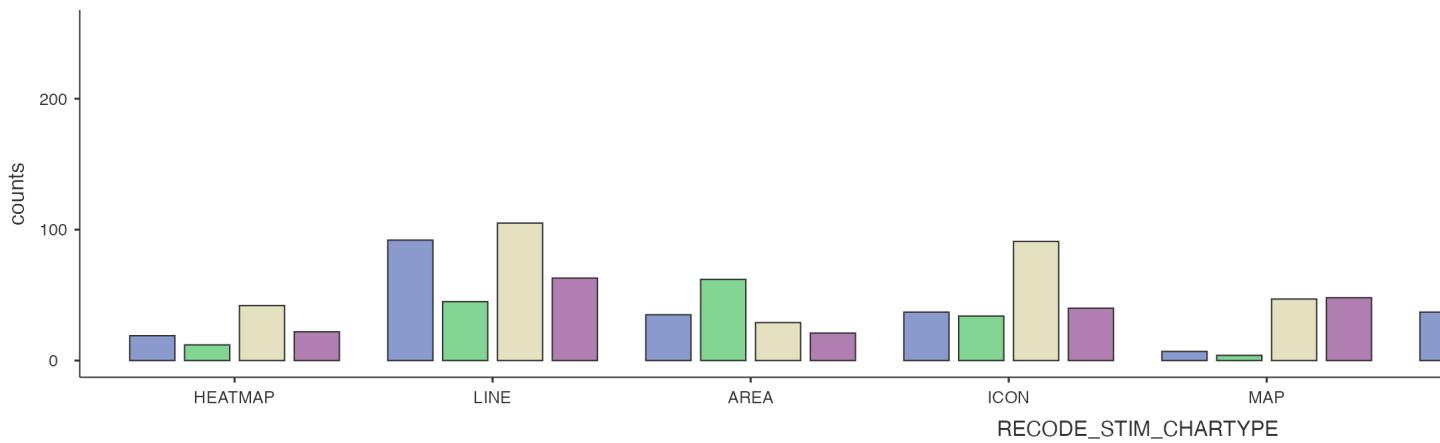
RECODED_CATEGORY



Descriptives

Plots

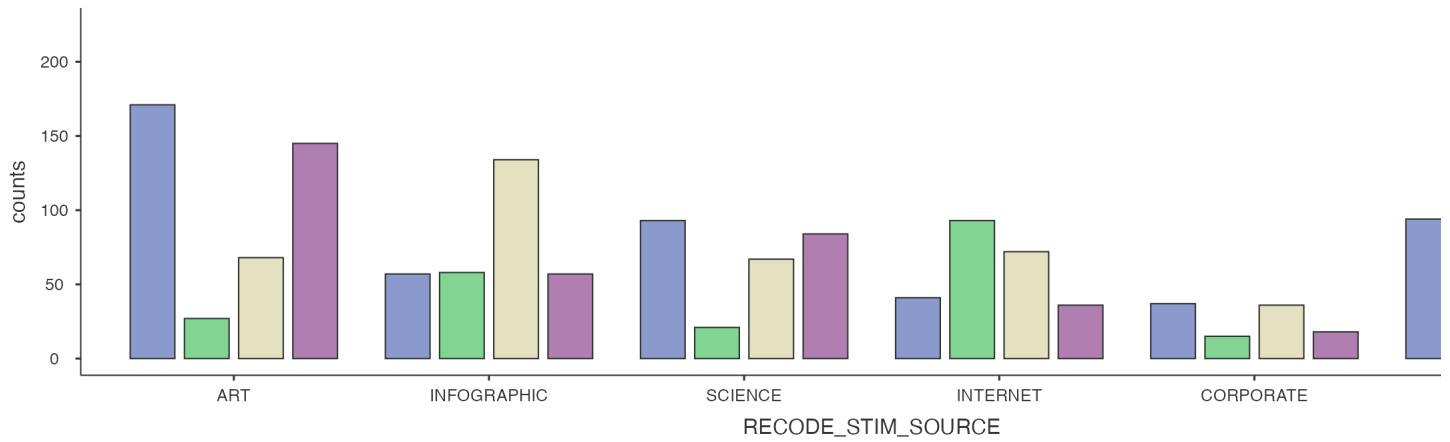
RECODE_STIM_CHARTYPE



Descriptives

Plots

RECODE_STIM_SOURCE

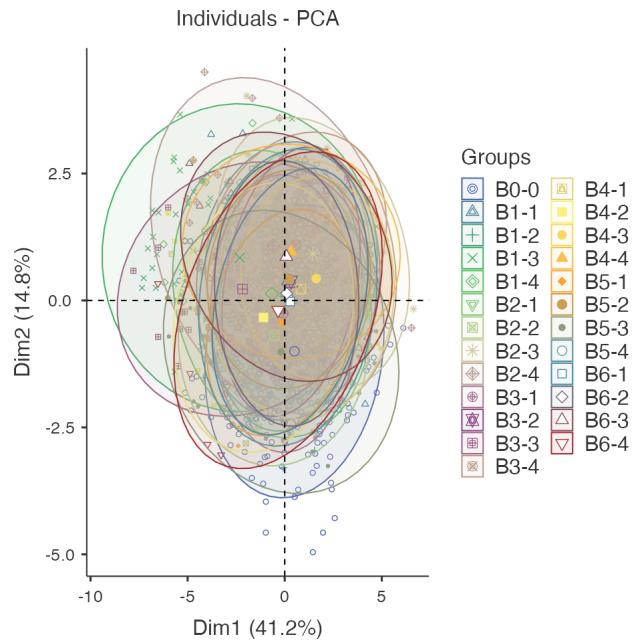


PCA & Group plot

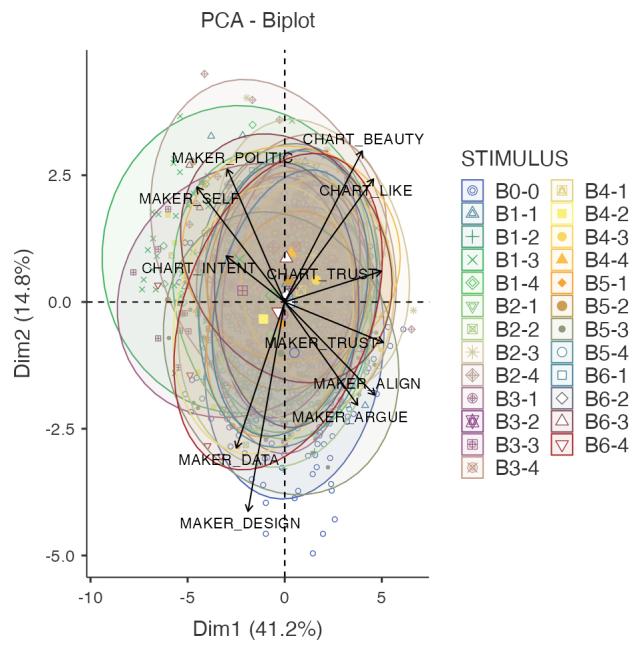
BY STIMULUS

● Instructions

Individuals by groups



PCA-Biplot

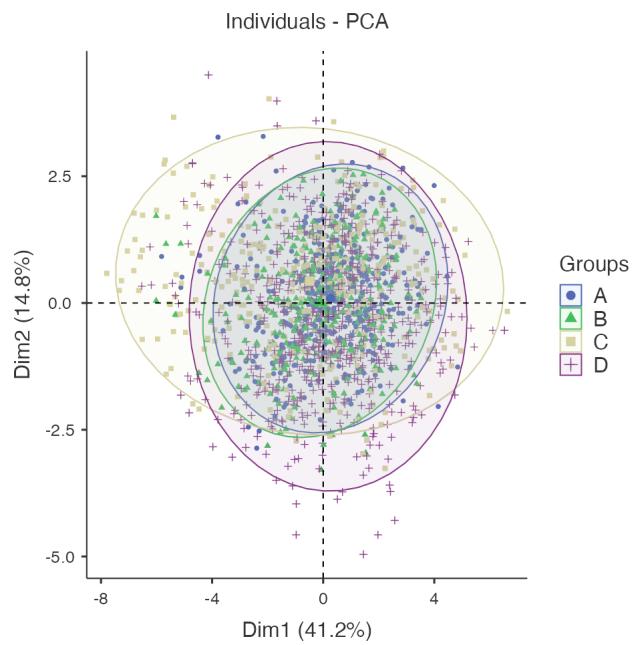


PCA & Group plot

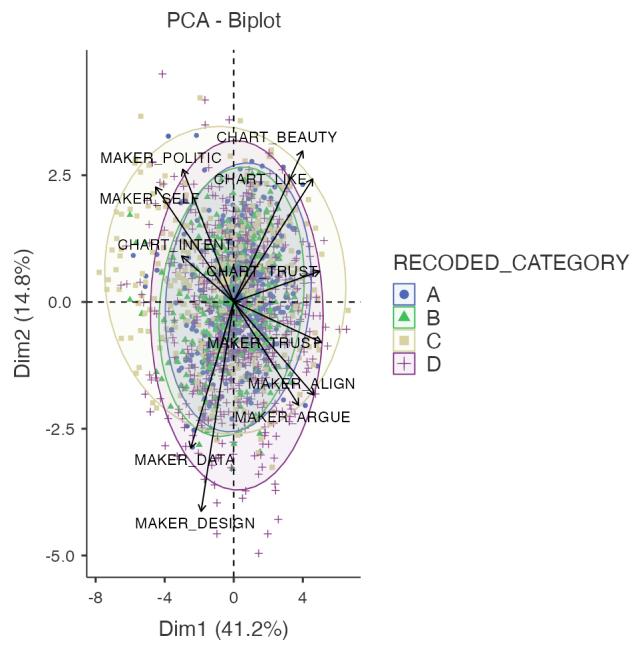
by STIMULUS EMBELLISHMENT CATEGORY

● Instructions

Individuals by groups



PCA-Biplot

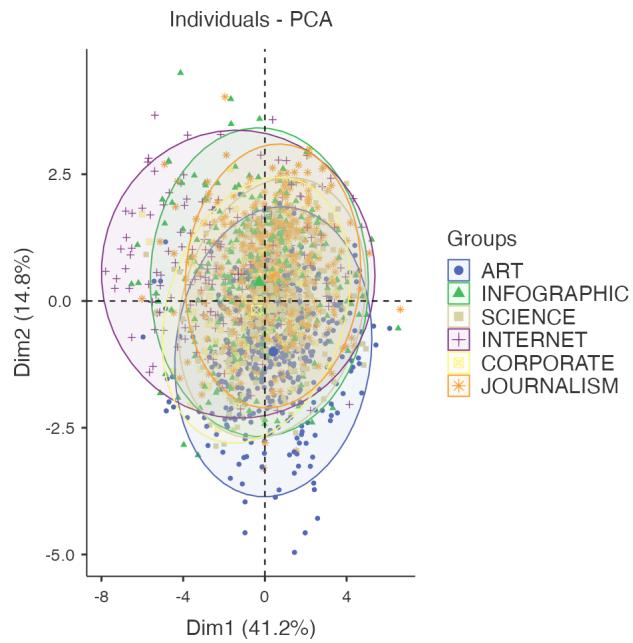


PCA & Group plot

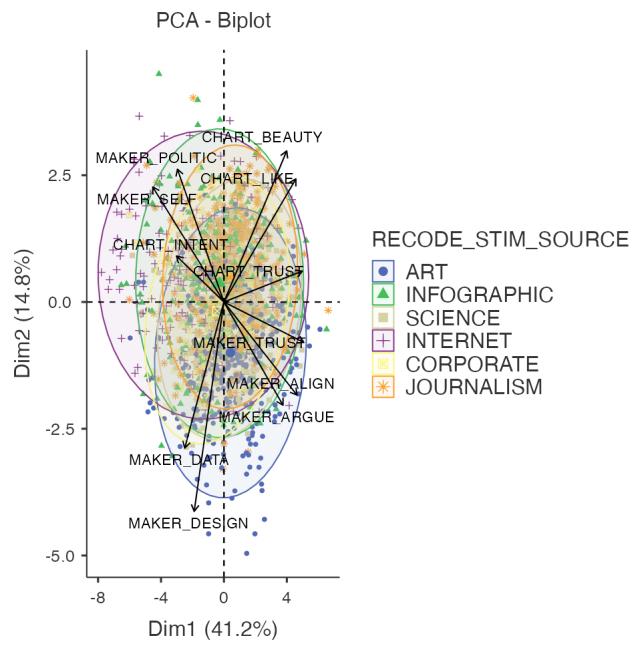
by SOURCE CATEGORY

● Instructions

Individuals by groups



PCA-Biplot

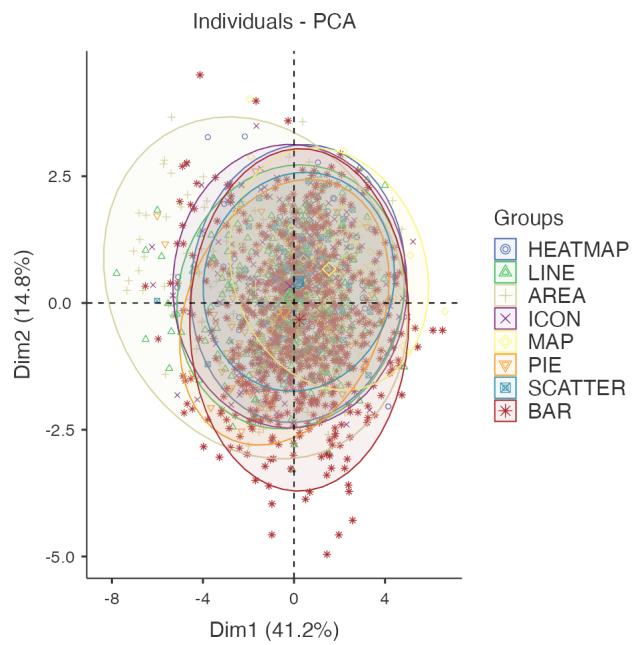


PCA & Group plot

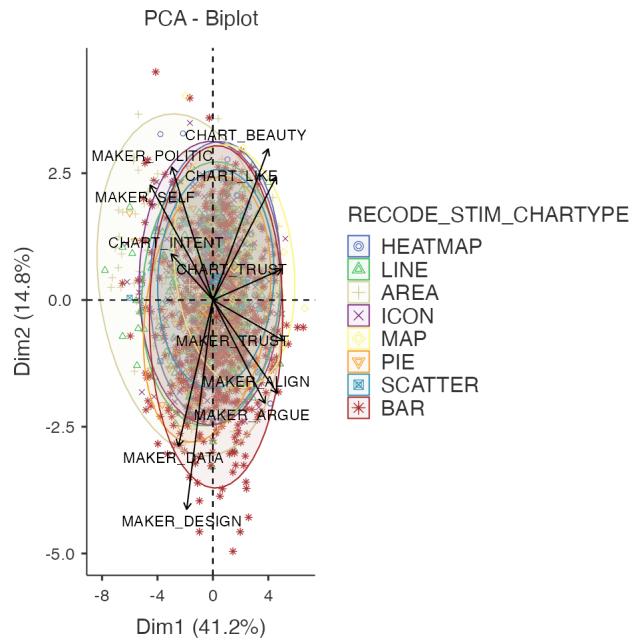
by CHART TYPE

● Instructions

Individuals by groups



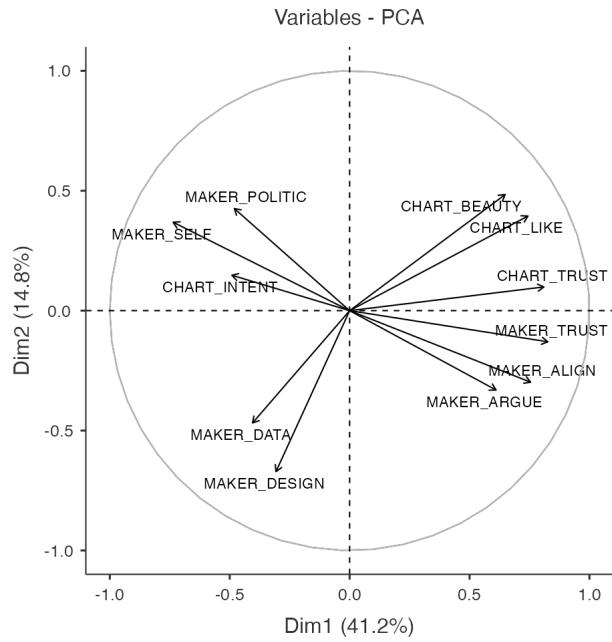
PCA-Biplot



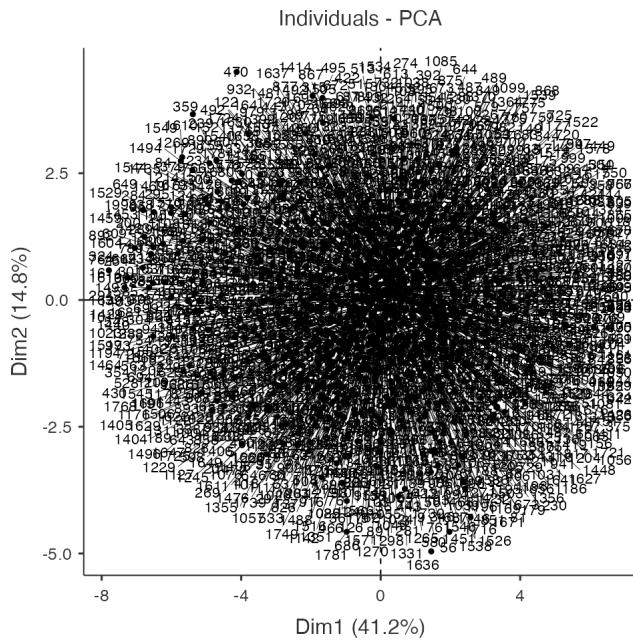
PCA & Group plot

● Instructions

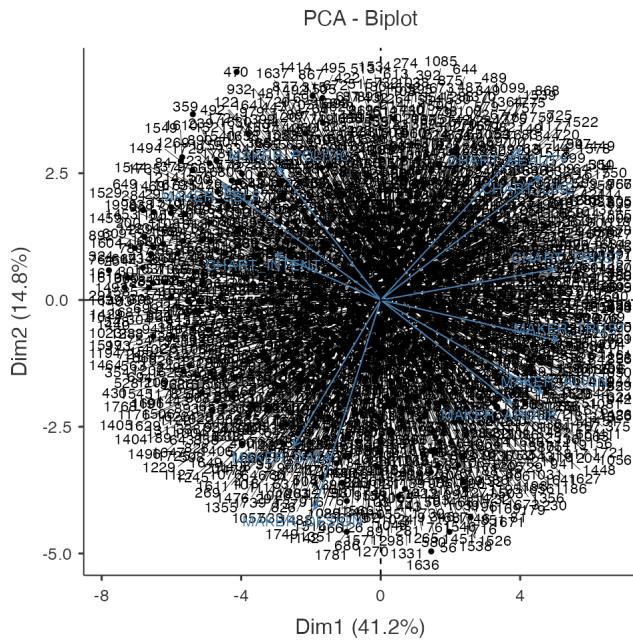
Variable Contributions



Individual Plot



Biplot



Individuals by groups

PCA-Biplot